**Consumer Behaviour**

**September 2023 Examination**

**1. Rohit is staying in Haryana in a large joint family consisting of great grandmother, grandparents, and their 5 sons – which is four uncles with their wives and children and Rohit’s parents and Rohit’s sister – total 24 family members staying under one single roof. Rohit’s cousin Sahil has come to Mumbai to do his MBA and has fallen in love with a Malayalam Christian girl Anoo Peter. There is a big discussion in the family regarding the kind of marriage ceremony to have for Sahil. (10 Marks) -**

**Ans:**

**Introduction:**

In the sprawling joint family of Rohit residing in Haryana, there exists a harmonious coexistence of multiple generations under a single roof. With the great-grandmother, grandparents, their five sons, their respective wives and children, and Rohit's parents and sister, the household is bustling with familial ties and shared duties. Within this tightly-knit family, a new chapter is about to unfold as Rohit's cousin Sahil, pursuing an MBA in Mumbai, has located love in Anoo Peter, a Malayalam Christian girl. As Sahil's family engages in a profound discussion, the topic at hand revolves around determining the most suitable marriage ceremony

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**2. Most consumers go through 5 steps while making a purchase decision – these 5 steps are**

**a]. Problem recognition,**

**b]. Information search,**

**c]. Alternatives evaluation,**

**d]. Purchase decision and**

**e]. Post-purchase evaluation.**

**You have a younger sister who is very intelligent and wants to do her Master’s in Genetics in USA. How will you help your sister to go about doing only the information search for a good University offering a very good Master’s Programme in Genetics (10 Marks)**

**Ans:**

**Introduction:**

Supporting your younger sister with her choice to pursue a master's in Genetics in the USA is a commendable endeavor. The first step in this method is accomplishing thorough facts search to perceive universities supplying notable grasp's applications in Genetics. This step is crucial because it lays the foundation for making an informed decision. In this guide, we can discover various techniques and sources to assist your sister in carrying out a powerful information

**3. a. The dishwasher is a consumer durable that has been around for quite some time. While there is a widespread acceptability for this product in western markets – the Indian consumer has not gone over the moon with this product.**

**Describe how a dishwasher manufacturer can use the five attributes of a product that affect adoption to speed up the diffusion of the dishwasher in the Indian Market (5 Marks)**

**Ans:**

**Introduction:**

The dishwasher, consumer-durable equipment, has long been famous and widely accepted in Western markets. However, inside the Indian market, the adoption of dishwashers has been relatively gradual. This essay aims to discuss how a dishwasher manufacturer can leverage the five attributes of a product that affect adoption to boost the diffusion of dishwashers within the

**b. The Indian vehicle driver especially the two wheeler drivers are notorious for not following signals. How would you use Consumer Buying behaviour to persuade 2-wheeler drivers to follow signals on roads (5 Marks)**

**Ans:**

**Introduction:**

Customer buying conduct is vital in shaping people's decisions while purchasing services or products. This behavior is encouraged using various factors, such as mental, social, cultural, and personal elements. Within the context of persuading two-wheeler drivers in India to follow site visitor indicators, understanding consumer shopping for conduct can provide valuable insights into growing effective strategies. By identifying this audience's motivations, attitudes, and